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A STUDY ON PUBLIC PERCEPTION ON SERVICE
QUALITY AT KOTA KINABALU STATE LIBRARY

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ABSTRACT

The aim of the study is to investigate public perception on service quality at Kota kinabalu state library, to analyze the factor that associated with public perception on the service quality at Kota kinabalu state library, To determine the service quality (*servqual*) dimension at Kota kinabalu state library that need improvement. This is measured by the users' by the satisfaction level on the quality of service. Respondents were asked to give their opinion on their agreement or disagreement on the statement regarding the dimension or elements of service quality at Kota kinabalu state library, which is consists of tangibility, reliability, credibility, competence, responsiveness, courtesy, security and accessibility. The instrument was distributed to a sample of 200 user or customer at Kota kinabalu state library. A total of 200 (100%) respondents returned the questionnaires. The results of the study revealed that library users were only quite satisfied with the quality of service at Kota kinabalu state library and this make the public to have only moderate perception on quality of service at Kota kinabalu state library (mean = 3.7250, median = 4 and std deviation = .55761). The findings also revealed that users were least satisfied with the certain elements of service quality at Kota kinabalu state library [(1) the reliability (median = 4.0; mean = 4.27); and (2) the responsiveness (median = 4.0; mean = 4.27), (3) The credibility (median = 4.5; mean = 4.46), (4) the security (median = 5.0; mean = 4.44)] and not satisfied with certain elements of service quality at Kota kinabalu state library. The study also have revealed certain dimension of service quality that need improvement which is the tangibility (mean = 1.8667) and accessibility (mean = 2.8350).

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